



**Tim, 32**

Company  
High School History Teacher

#### bio:

- Lives in Suburban USA
- Father of a toddler with his wife Jill- they've been together for a long time
- Team player
- Well liked because he has a smile for everyone - and is always willing to pitch in to help
- Warm, approachable and friendly
- Does not like to be the center of attention, prefers to be behind the scenes
- Has a YouTube channel- but it's for his History class- and he's mostly behind the camera
- Jeans/flannel dresser - definitely prefers to be casual
- Has a rescue dog, a used or leased hybrid vehicle
- Teacher's salary (\$50k)
- Frequently only uses carry on when traveling
- Concerned about environment and social issues

#### frustrations (pain points)

- Loves to travel
- Concerns about the environment are big as a new dad in particular. He wants to know he is leaving a good legacy for his child.

#### functional needs

- Simplicity- if his job can be made easier, he is definitely appreciative.
- At the end of the day, he just wants to know he will definitely get from Point A to Point B and know that will happen without a doubt.

#### social benefits desired

- Share knowledge.
- Feel connected to the global community.
- Stay in touch with friends.

#### emotional benefits wanted

- Safety
- Trust
- Reliability

#### favorite brands:



customer persona

